



MetroStar Systems®
Powering ChangeSM

Advertising and Integrated Marketing Solutions (AIMS 541)

SOLICITATION: 7FCB-H2-070541-B

Contract current through Modification #PO-0016; 05/14/2014



Schedule
Contract GS-07F-0042X

CONTRACT PERIOD:

October 15, 2010 – October, 14 2014

CONTRACT NUMBER: GS-07F-0042X

541-1 Advertising Services
541-2 Public Relations Services
541-3 Web Based Marketing Services
541-4A Market Research and Analysis
541-4F Commercial Art and Graphic Design
541-5 Integrated Marketing Services
541-1000 Other Direct Costs

CONTRACTOR'S ADMINISTRATION SOURCE:

Ali Manouchehri
1856 Old Reston Avenue, Suite 100
Reston, VA 20190-3330

phone: (703) 481-9581
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BUSINESS SIZE: Small

Visit Us at www.MetroStarSystems.com/contract-vehicles/GSA-Schedule-541/

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Information for Ordering Activities

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

SIN	DESCRIPTION
GS-07F-0042X	
541-1	Advertising Services
541-2	Public Relations Services
541-3	Web Based Marketing Services
541-4A	Market Research and Analysis
541-4F	Commercial Art and Graphic Design Services
541-5	Integrated Marketing Services
541-1000	Other Direct Costs

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:

(Government net price based on a unit of one)

SIN	MODEL	PRICE
541-3	New Media Producer	\$66.74

1c. HOURLY RATES:

Please refer to MetroStar Systems, Inc. GSA Price List on Page 10.

2. MAXIMUM ORDER*: \$1,000,000.00

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. MINIMUM ORDER: \$100

4. GEOGRAPHIC COVERAGE:

Domestic, 50 states, Washington, DC, Puerto Rico, US Territories

5. POINT(S) OF PRODUCTION:

Reston, VA (Fairfax County)

6. DISCOUNT FROM LIST PRICES:

4% from the accepted price list.

Prices listed are GSA Net, discount deducted.

7. QUANTITY DISCOUNT(S): None

8. PROMPT PAYMENT TERMS:

+.25%, 20 Days, Net 30 Days

9a. Government Purchase Cards must be accepted at or below the micro-purchase threshold.

9b. Government Purchase Cards are accepted above the micro-purchase threshold.

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: As specified on task order and as mutually agreed upon.

11b. EXPEDITED DELIVERY: As specified on task order and as mutually agreed upon. Please, contact Contractor's Representative.

11c. OVERNIGHT AND 2-DAY DELIVERY:

As specified on task order and as mutually agreed upon. Contact the Contractor for rates.

11d. URGENT REQUIREMENTS:

Agencies can contact the Contractor's representative to affect a faster delivery.

12. FOB POINT: Destination

Customer Information

13a. ORDERING ADDRESS:

MetroStar Systems, Inc.
1856 Old Reston Avenue, Suite 100
Reston, VA 20190

13b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3

14. PAYMENT ADDRESS:

MetroStar Systems, Inc.
1856 Old Reston Avenue, Suite 100
Reston, VA 20190

15. WARRANTY PROVISION: Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

16. EXPORT PACKING CHARGES: N/A

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE (any thresholds above the micro-purchase level)

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): N/A

19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): N/A

20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): N/A

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A

21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A

22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A

23. PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A

24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants)

24b. Section 508 Compliance for EIT: N/A

25. DUNS NUMBER: 125313051

26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT(SAM): MetroStar Systems, Inc. is currently registered in the SAM.GOV database.

Service Offerings



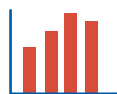
SIN 541-1 [ADVERTISING SERVICES]

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components: advertising objective determination; message decision/creation; outdoor marketing and media services; social media; direct mail services; planning, selection, and placement of broadcast or printed media (radio, television, public service announcements, newspaper, etc); and advertising evaluation related activities to advertising services.



SIN 541-2 [PUBLIC RELATIONS SERVICES]

Services include customized media and public relations services including the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as: background materials, press releases, speeches and presentations, and press kits.



SIN 541-4A [MARKET RESEARCH AND ANALYSIS]

Services include customized strategic marketing plans, branding initiatives, methods for creating public awareness of products, services issues, and measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies; conducting primary market research, conducting individual interviews, preparing/distributing surveys, compiling and analyzing results.



SIN 541-3 [WEB-BASED MARKETING SERVICES]

Services include web-based tasks such as design and maintenance services, e-mail marketing, interactive web design, screencasts, mobile applications, and kiosks.



SIN 541-4F [COMMERCIAL ART AND GRAPHIC DESIGN]

Services include commercial art, graphic design, and special effects that educate the consumer market about a product or service, including updating, rewriting, and/or editing materials; conceptual design and layouts; copywriting and technical writing services; sketches, drawings, publication designs, and typographic layouts; furnishing custom or stock artwork (including electronic artwork).



SIN 541-5 [INTEGRATED MARKETING SERVICES]

Services under this SIN will provide comprehensive solutions that integrate strategically targeted marketing tactics including service execution of media planning, media outreach and creative multimedia campaigns. This SIN allows for a seamless marketing campaign. SIN 541-5 may not be used to fulfill individual requirements that are covered separately by other SINs in this schedule. SIN 541-5 may only be used to fulfill comprehensive agency requirements that span multiple service offerings from the Schedule.

Pricing

		GSA PRICE (INCLUDING IFF)	
SIN(s) Proposed	Labor Categories GSA Price	10/15/2013 to 10/14/2014	10/15/2014 to 10/14/2015
Direct Labor Categories			
541-1, 541-2, 541-3, 541-4A, 541-4F, 541-4G, 541-5	Communication Consultant I	\$76.96	\$79.27
541-1, 541-2, 541-3, 541-4A, 541-4F, 541-4G, 541-5	Communication Consultant II	\$87.23	\$89.84
541-1, 541-2, 541-3, 541-4A, 541-4F, 541-4G, 541-5	Communication Consultant III	\$112.88	\$116.27
541-1, 541-2, 541-4G, 541-5	Creative Writer	\$82.09	\$84.56
541-1, 541-2, 541-3, 541-4A, 541-4G, 541-5	Creative Writer II	\$97.49	\$100.41
541-1, 541-2, 541-3, 541-4F, 541-4G, 541-5	Graphic Designer/Illustrator I	\$87.23	\$89.84
541-1, 541-2, 541-3, 541-4F, 541-4G, 541-5	Graphic Designer/Illustrator II	\$102.62	\$105.70
541-1, 541-2, 541-3, 541-4F, 541-4G, 541-5	Information Architect	\$133.40	\$137.40
541-1, 541-4A, 541-4G, 541-5	Marketing Consultant	\$102.62	\$105.70
541-1, 541-2, 541-3, 541-4F, 541-4G, 541-5	Mobile Developer I	\$96.46	\$99.35
541-1, 541-2, 541-3, 541-4F, 541-4G, 541-5	Mobile Developer II	\$114.93	\$118.38
541-1, 541-3, 541-4G, 541-5	New Media Coordinator	\$61.05	\$62.89
541-1, 541-3, 541-4G, 541-5	New Media Producer	\$70.80	\$72.93
541-1, 541-3, 541-4G, 541-5	New Media Producer II	\$92.35	\$95.12
541-1, 541-3, 541-4G, 541-5	New Media Producer III	\$109.19	\$112.46
541-1, 541-2, 541-3, 541-4A, 541-4F, 541-4G, 541-5	Program Manager	\$159.05	\$163.82
541-1, 541-2, 541-3, 541-4A, 541-4F, 541-4G, 541-5	Project Coordinator	\$80.04	\$82.45
541-1, 541-2, 541-3, 541-4A, 541-4F, 541-4G, 541-5	Project Manager	\$138.53	\$142.69
541-1, 541-3, 541-4G, 541-5 Social	Social Media Strategist II	\$107.75	\$110.98
541-1, 541-2, 541-3, 541-4G, 541-5	Video Producer I	\$92.35	\$95.12
541-1, 541-2, 541-3, 541-4G, 541-5	Video Producer II	\$102.62	\$105.70
541-1, 541-2, 541-3, 541-4F, 541-4G, 541-5	Web Designer I	\$87.23	\$89.84
541-1, 541-2, 541-3, 541-4F, 541-4G, 541-5	Web Designer II	\$97.49	\$100.41
541-1, 541-2, 541-3, 541-4F, 541-4G, 541-5	Web Designer III	\$118.00	\$121.54
541-1, 541-2, 541-3, 541-4F, 541-4G, 541-5	Web Developer I	\$83.12	\$85.62
541-1, 541-2, 541-3, 541-4F, 541-4G, 541-5	Web Developer II	\$100.05	\$103.06
541-1, 541-2, 541-3, 541-4F, 541-4G, 541-5	Web/Mobile Solutions Architect	\$133.40	\$137.40

Pricing

SIN 541-1000 & SIN 541-2000: Other Direct Costs (ODCs)

SIN(s)	Item No.	Other Direct Costs	Unit	Price offered to GSA (including IFF)
Graphic Design and Printing Supplies and Services				
541-1000	1	Digital Proof (SWOP-Standard, 8.5 x 17 Epson G7)	Each	\$15.79
541-1000	2	Digital Proof (SWOP-Standard, 11 x 17 Epson G7)	Each	\$31.59
541-1000	3	Photo manipulation	Hour	\$89.50
541-1000	4	Studio Production	Hour	\$89.50
541-1000	5	Color Copies (8.5x11, no bleed)	Each	\$0.41
541-1000	6	Color Copies (8.5x11, with bleed)	Each	\$0.52
541-1000	7	Color Copies (8.5x11, 80# gloss text)	Each	\$0.52
541-1000	8	Color Copies (8.5x11, 100# gloss text)	Each	\$0.58
541-1000	9	Color Copies (11x17, no bleed)	Each	\$1.03
541-1000	10	Color Copies (11x17, with bleed)	Each	\$1.14
541-1000	11	B&W Photocopies (8.5x11)	Each	\$0.07
541-1000	12	B&W Copies (8.5x11, 80# gloss text)	Each	\$0.16
541-1000	13	B&W Copies (8.5x11, 100# gloss text)	Each	\$0.20
541-1000	14	B&W Photocopies (11x17)	Each	\$0.11
541-1000	15	Poster (full color, single side)	Per Sq. Foot	\$7.90
541-1000	16	Poster (mounted on foam core)	Per Sq. Foot	\$12.63
541-1000	17	Poster (mounted on gator foam)	Per Sq. Foot	\$26.32
541-1000	18	Poster (mounted on gator foam, laminated)	\$0.124 Per Sq. Inch	\$0.13
541-1000	19	Vinyl Banner (Full color with grommets)	Per Sq. Foot	\$10.00
541-1000	20	Brochure (12 page, full color, saddle stitch, 100 quantity)	100 brochures	\$346.40
541-1000	21	Flyers (8.5x11, Full color, 100# gloss text, 100 quantity)	100 flyers	\$93.71

SIN(s)	Item No.	Other Direct Costs	Unit	Price offered to GSA (including IFF)
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Video Production: Production

541-1000	22	Producer	Day	\$589.62
541-1000	23	Director	Day	\$589.62
541-1000	24	3 Person Crew & Equipment (Camera, Audio, Grip)	Day	\$2,137.38
541-1000	25	Music Licensing	Each	\$132.66
541-1000	26	Narration (Professional Narration)	Hour	\$729.13
541-1000	27	Narration (Local Narration & Supervision)	Hour	\$272.70
541-1000	28	Computer Graphics (Overall Graphic Treatment)	Per Project	\$530.66
541-1000	29	Computer Graphics (Senior Graphic Artist & Equipment)	Hour	\$184.26
541-1000	30	Stock Photography	Each	\$73.70
541-1000	31	2-D Animation Design & Equipment	Hour	\$140.04

Video Production: Post-Production

541-1000	32	Non-linear editor and equipment	Hour	\$184.26
541-1000	33	Motion Graphics	Hour	\$289.55
541-1000	34	Logging	Hour	\$147.41
541-1000	35	Audio Mix	Hour	\$342.19
541-1000	36	Internet Compression (less than 60 minutes)	Per Project	\$157.93

SIN(s)	Item No.	Other Direct Costs	Unit	Price offered to GSA (including IFF)
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Video Production: Equipment

541-1000	37	HD Camera Package	Day	\$1,031.84
541-1000	38	HD Grip Package	Day	\$626.47
541-1000	39	Media Hard Drive Rental	Per Drive	\$257.96
541-1000	40	DVD Duplication (Master)	Per Project	\$157.93
541-1000	41	DVD Duplication (Disc)	Per Disc	\$6.63

Focus Groups

541-1000	42	Focus Group with Moderator (group of 10 participants; includes recruiting, facility, and participant costs)	Per Group	\$5,343.45
541-1000	43	Focus Group with NO Moderator (group of 10 participants; includes recruiting, facility, and participant costs)	Per Group	\$3,448.24
541-1000	44	Focus Group Moderator	Per Group	\$1,895.21
541-1000	45	Focus Group Report	Per Group	\$526.45
541-1000	46	Focus Group Facility Rental & On-site Assistance (per group)	Per Group	\$684.38
541-1000	47	Focus Group Facility Rental & On-site Assistance (per day)	Per Day	\$1,474.06
541-1000	48	Recruitment and Confirmation of Participants (includes up to \$150 incentive fee per recruit)	Per Recruit	\$315.87
541-1000	49	Focus Group – Audio & Stationary DVD recording	Per Group	\$105.29
541-1000	50	Focus Group – Computer Rental, Internet, Camera, & DVD	Per Day	\$315.87

SIN(s)	Item No.	Other Direct Costs	Unit	Price offered to GSA (including IFF)
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Usability Testing

541-1000	51	Usability Testing with Moderator (group of 10 participants; includes recruiting, facility, and participant costs)	Per Group	\$7,159.70
541-1000	52	Usability Testing with NO Moderator (Group of 10 participants; includes recruiting, facility, and participant costs)	Per Group	\$3,579.85
541-1000	53	Usability Testing Report (10 persons)	Per Report	\$1,052.90

Web-based Marketing Services

541-1000	54	Facebook Advertising (\$50.00 budget per day per campaign)	Per Day	\$50.38
541-1000	55	Google Ad words Campaign	Based on a three month search engine marketing campaign	\$5,032.75
541-1000	56	School Tube Wire and Ad Space	Based on a three month online marketing campaign	\$8,312.34

Miscellaneous - Shipping

541-1000	57	USPS Priority Mail Flat Rate Envelope	Each	\$4.99
541-1000	58	USPS Priority Mail Small Flat Rate Box	Each	\$5.24
541-1000	59	USPS Priority Mail Medium Flat Rate Box (FRB1 or FRB2)	Each	\$11.03
541-1000	60	USPS Priority Mail Large Flat Rate Box (Domestic Addresses)	Each	\$15.06
541-1000	61	USPS Priority Mail Large Flat Rate Box (APO/FPO/DPO Destinations)	Each	\$13.05

Labor Category Descriptions

1. COMMUNICATIONS CONSULTANT I

Functional Responsibility: Develops, coordinates, executes, manages, and evaluates outreach communications strategies, plans, and activities. Develops short and long-term strategic communication plans for clients; implements communication plans including liaison with content providers, marketing consultants and production team. Reviews communication products for clarity, effectiveness, and alignment with image and messaging. Researches and analyzes new approaches and techniques.

Education/Experience Requirements: *BS/BA or equivalent and 1 year of general experience.*

2. COMMUNICATIONS CONSULTANT II

Functional Responsibility: Develops, coordinates, executes, manages, and evaluates outreach communications strategies, plans, and activities. Develops short and long-term strategic communication plans for clients; implements communication plans including liaison with content providers, marketing consultants and production team. Reviews communication products for clarity, effectiveness, and alignment with image and messaging. Researches and analyzes new approaches and techniques.

Education/Experience Requirements: *BS/BA or equivalent and 3 years of general experience.*

3. COMMUNICATION CONSULTANT III

Functional Responsibility: Develops, coordinates, executes, manages, and evaluates outreach communications strategies, plans, and activities. Develops short and long-term strategic communication plans for clients; implements communication plans including liaison with content providers, marketing consultants and production team. Reviews communication products for clarity, effectiveness, and alignment with image and messaging. Researches and analyzes new approaches and techniques.

Education/Experience Requirements: *BS/BA or equivalent and 5 years of general experience.*

4. CREATIVE WRITER

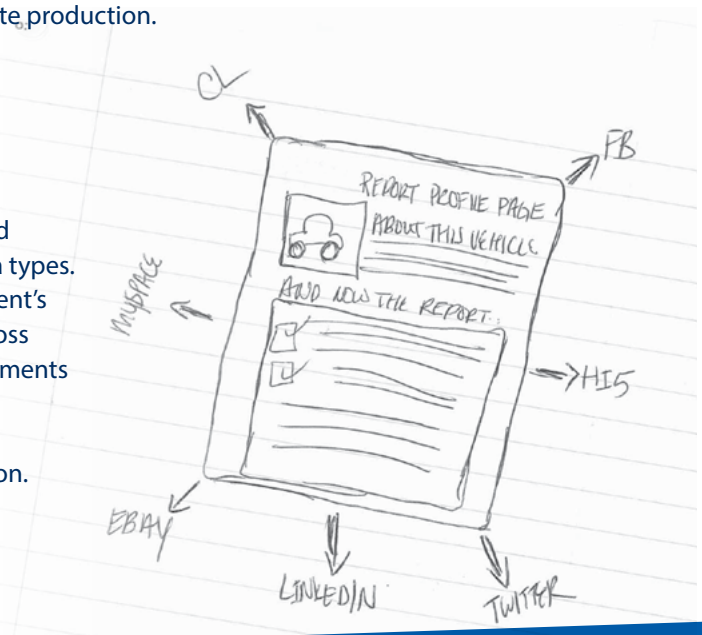
Functional Responsibility: Works with team members and agency clients to create persuasive messages for all media types. Creates and edits messaging and copy that reflects the client's marketing strategy and objectives and is able to write across all mediums. May have related experience in writing documents and scripts for media-based projects such as multi-media productions, video and/or film productions, live events, interactive training, speech writing, and website production.

Education/Experience Requirements: *BS/BA or equivalent and 5 years of general experience.*

5. CREATIVE WRITER II

Functional Responsibility: Works with team members and agency clients to create persuasive messages for all media types. Creates and edits messaging and copy that reflects the client's marketing strategy and objectives and is able to write across all mediums. May have related experience in writing documents and scripts for media-based projects such as multi-media productions, video and/or film productions, live events, interactive training, speech writing, and website production. Capability to work in language(s) other than English.

Education/Experience Requirements: *BS/BA or equivalent and 7 years of general experience.*



Labor Category Descriptions

6. GRAPHIC DESIGNER /ILLUSTRATOR I

Functional Responsibility: Executes graphic/illustration projects and assists in coordination of all production scheduling. Interfaces with users and project leaders to determine scope of project and best medium. Experienced in original graphic design and/or illustration, as well as using stock photos and clip art. Interfaces with agency and technical staff to assure quality products are delivered on time and within budget.

Education/Experience Requirements: *HS or equivalent degree.*

7. GRAPHIC DESIGNER/ILLUSTRATOR II

Functional Responsibility: Executes graphic/illustration projects and assists in coordination of all production scheduling. Interfaces with users and project leaders to determine scope of project and best medium. Has a wide range of experience in creative design for print, web, and multimedia. Ensures quality control and cost control through entire creative process in conjunction with clients' requirements. Oversees the design work produced by Graphic Designer/Illustrator I.

Education/Experience Requirements: *HS or equivalent degree and 4 years of general experience.*

8. INFORMATION ARCHITECT

Functional Responsibility: Develops thorough, realistic plans that support organizational objectives. Works with clients to understand their business models and goals and help define strategy, content, and features for design of their web site and web/internal applications. Analyzes audiences and their information and functional needs. Defines site architecture and navigation that serves as a blueprint of the site/applications. Works with project team to create wireframes, site maps, schematics, process maps, feature lists, mockups, visual specification, working prototypes, and other artifacts to describe the intended user experience.

Education/Experience Requirements: *BA/BS and 8 years of general experience.*

9. MARKETING CONSULTANT

Functional Responsibility: Recommends, prioritizes, develops plans and directs the execution of marketing projects and assessments. Customizes marketing principles and practices to respond to the needs of the organization; reviews marketing strategies, programs and goals for focused integration into overall marketing plan. Formulates and implements marketing policy and procedures. Develops long and short-range marketing operation plans. Identifies and analyzes customer needs and satisfaction. Evaluates effectiveness through attainment of goals/metrics and analysis of data. Develops promotional strategies for, but not limited to, advertising, outreach and event marketing, promotions, radio, web, television and video production, and written publications.

Education/Experience Requirements: *BA/BS or equivalent and 3 years of general experience.*

10. MOBILE DEVELOPER I

Functional Responsibility: Specializes in the design, construction, redeployments, maintenance, support and programming of noncomplex mobile applications. Performs tests across multiple devices using prescribed testing applications. Creates application prototypes with new features or entirely new applications on current and future mobile platforms.

Education/Experience Requirements: *BA/BS and 2 years of general experience.*

Labor Category Descriptions

11. MOBILE DEVELOPER II

Functional Responsibility: Specializes in the design, construction, redeployments, maintenance, support and programming of noncomplex mobile applications. Performs tests across multiple devices using prescribed testing applications. Creates application prototypes with new features or entirely new applications on current and future mobile platforms. Ensure that all developed programs are properly documented. Works with the project team to define requirements and estimate completion times. Leads the analysis, design, coding unit testing, and implementation of mobile applications.

Education/Experience Requirements: *BA/BS and 5 years of general experience.*

12. NEW MEDIA COORDINATOR

Functional Responsibility: Assists the New Media Producers with production and management of products using New Media platforms and a variety of other mediums including video, print, broadcast, teleconferencing, and electronic means. Provides administrative and production support to the project team. Has experience with the Microsoft Office suite and multi-media devices.

Education/Experience Requirements: *HS or equivalent and 2 years of general experience.*

13. NEW MEDIA PRODUCER I

Functional Responsibility: Produces and manages products using new media platforms and a variety of other mediums including video, print, broadcast, teleconferencing, and electronic means. Interfaces with users to determine scope of project and best medium. Has experience with multi-media devices. Interfaces with agency and technical staff to assure quality products are delivered on time and within budget.

Education/Experience Requirements: *HS or equivalent and 6 years of general experience.*

14. NEW MEDIA PRODUCER II

Functional Responsibility: Produces and manages products using new media platforms and a variety of other mediums including video, print, broadcast, teleconferencing, and electronic means. Interfaces with users to determine scope of project and best medium. Has experience with multi-media devices. Interfaces with agency and technical staff to assure quality products are delivered on time and within budget.

Education/Experience Requirements: *BS/BA or equivalent and 3 years of general experience.*

15. NEW MEDIA PRODUCER III

Functional Responsibility: Leads and manages complex projects and products using New Media platforms and a variety of other mediums including video, print, broadcast, teleconferencing, and electronic means. Oversees the interfacing with users to determine scope of project and best medium. Is highly experienced with multi-media devices. Interfaces with agency and technical staff to assure quality products are delivered on time and within budget.

Education/Experience Requirements: *BS/BA or equivalent and 5 years of general experience.*

Labor Category Descriptions

16. PROGRAM MANAGER

Functional Responsibility: Supervises all program elements to ensure the program meets or exceeds client expectations. Determines the most cost-effective means of achieving client goals and researches new ways of reducing costs. Serves as primary point of contact with client, assuring that the client is up to date on program status and overall progress. Guides the development of program components and acts as quality assurance officer for all program elements.

Education/Experience Requirements: *BA/BS or equivalent, a PMP Certification and 6 years of general experience.*

17. PROJECT COORDINATOR

Functional Responsibility: Assists in leading the project team and coordinating the project. Implements the agreed action plan to the agreed standards and deadlines. Acts as a liaison with the project team and customer on all project-related matters, ensuring the effective preparation and delivery of all project activities, events, meetings, and production of all necessary documentation. Provides ongoing evaluation of project activities/events and reporting on project progress.

Education/Experience Requirements: *BS/BA or equivalent and 2 years of general experience.*

18. PROJECT MANAGER

Functional Responsibility: Guides all involved with a project from start to finish, ensuring timely project completion. Serves as the key point of project contact between clients and internal functional departments, including marketing strategy, creative services, marketing/communications, information management and production management. Creates schedules and tasks for each project, coordinates functional department assignments and ensures the integration of client direction and feedback. Provides status reports to internal team on a weekly basis and facilitates communication among internal team members.

Education/Experience Requirements: *BA/BS or equivalent and 4 years of general experience.*

19. SOCIAL MEDIA STRATEGIST II

Functional Responsibility: Responsible for the strategic and creative direction of Social Media projects. Specializes in Social Media strategy and campaign execution. Coordinates and collaborates with client and other team members on project activities and goals. Has extensive experience in and knowledge of all facets of Social Media technology and programs.

Education/Experience Requirements: *BS/BA or equivalent and 5 years of general experience.*

20. VIDEO PRODUCER I

Functional Responsibility: Directs talent and provides video layout, direction, and design for all types of video. Manages all aspects of the video production or other functions required to create the video. Generates video and audio content for the web with either existing or new footage. Is capable of applying effects, transitions, title sequences, and other editing functions to production.

Education/Experience Requirements: *BS/BA or equivalent and 2 years of general experience.*

Labor Category Descriptions

21. VIDEO PRODUCER II

Functional Responsibility: Directs talent and provides video layout, direction, and design for all types of video. Manages all aspects of video production or other functions required to create the video. Generates video and audio content for the web with either existing or new footage. Capable of applying effects, transitions, and title sequences and other editing functions to production.

Education/Experience Requirements: *BS/BA or equivalent and 4 years of general experience.*

22. WEB DESIGNER I

Functional Responsibility: Creates design prototypes, including graphic design, site navigation, and layout of content, for web sites and web-based application. Ensures the layout of the content is accessible and logical. Creates visual concepts that match the content and the image wanted by the clients.

Education/Experience Requirements: *BA/BS or 4 years of direct experience and 1 year of general experience.*

23. WEB DESIGNER II

Functional Responsibility: Creates complex design prototypes, including graphic design, site navigation, and layout of content, for web sites and web-based application. Ensures the layout of the content is accessible, logical and easy to navigate. Creates visual concepts that match the content and the image wanted by the clients.

Education/Experience Requirements: *BA/BS and 2 years of general experience.*

24. WEB DESIGNER III

Functional Responsibility: Creates complex design prototypes, including graphic design, site navigation, and layout of content, for web sites and web-based application. Ensures the layout of the content is accessible, logical and easy to navigate. Creates visual concepts that match the content and the image wanted by the clients. Contributes to the overall development of the clients Web Strategy. Assists Web Designer I and Web Designer II with new Web Design techniques and technology.

Education/Experience Requirements: *BA/BS and 3 years of general experience.*

25. WEB DEVELOPER I

Functional Responsibility: Specializes in the design, construction, redeployments, maintenance, support and programming of noncomplex web based applications. Builds and integrates databases in several platforms and repairs/upgrades applications. Possesses excellent computer, written, and communication skills.

Education/Experience Requirements: *BA/BS and 1 year of general experience.*

26. WEB DEVELOPER II

Functional Responsibility: Responsible for the architecture, design, construction, redeployments, maintenance, support and programming of complex web- based applications. Supports the development of Web-based custom applications for e-Commerce, CRM, online marketing and operations. Builds and integrates databases in several platforms and repairs/upgrades applications. Possesses excellent written and communication skills.

Education/Experience Requirements: *BA/BS or 3 years of direct experience and 3 years of general experience.*

Labor Category Descriptions

27. WEB/MOBILE SOLUTIONS ARCHITECT

Functional Responsibility: Defines architecturally significant technical frameworks, standards, and software development best practices that contribute to sustainable and scalable delivery of web-based and mobile technology solutions. Elicits non-functional requirements from stakeholders to ensure architectural support of evolution and execution qualities such as availability, accessibility, reliability, recovery, performance, testability, resilience, security, privacy, interoperability, platform compatibility, maintainability, modifiability, and usability. Advises IT management, project managers and team members on emerging technologies and innovations that should be considered in the context of the project.

Education/Experience Requirements: *BA/BS and 8 years of general experience.*

GED or Vocational Degree = High School Degree.

Two (2) years of Higher Education = One (1) year of general experience.

BS/BA = Six (6) years of general experience.

MS/MA = Ten (10) years of general experience, or BS/BA + Four (4) years of general experience.

PhD = Thirteen (13) years of general experience, or BS/BA + Six (6) years of general experience, or MS/MA and three (3) years of general experience.

About Us

MetroStar Systems is proud to be an approved vendor on the GSA Schedule 541 and we look forward to the opportunity to serve you. Headquartered in Reston, Virginia, we are Small-Business company. Since 1999, MetroStar Systems has made an impact in federal, state, and local governments by providing innovative technology services and tools that empower faster solutions across the spectrum of the World Wide Web.

MetroStar Systems' New Media Technologies division combines technology, design, and innovation to solve diverse customer challenges. Highlights of our services include:

- Website Design Services to Enhance Citizen Engagement
- Social Media Consulting & Strategy to Enhance Consumer Relationships
- Design, Execution, and Management of Online Contests and Challenges
- Custom Web and Mobile Application Development
- User Experience Design
- Usability and Accessibility Consulting

This catalog will introduce you to our company and the wide array of services we offer.

You can also visit www.MetroStarSystems.com for more information.

The screenshot displays the MetroStar Systems website. The header features the company logo with the tagline "Powering Change™" and a navigation menu with links: ABOUT, CAPABILITIES, CONTRACT VEHICLES, CAREERS, and CONTACT US. Below the header, a large banner reads "ACHIEVE MORE WITH THE RIGHT COMPANY" with the subtext "Seven Integrated Capabilities. One Passionate Company." and a "Learn More" button. The main content area is divided into two columns. The left column, titled "IT & MANAGEMENT", includes icons and labels for COLLABORATION, INFRASTRUCTURE, CYBERSECURITY, and MANAGEMENT. The right column, titled "DIGITAL", includes icons and labels for DIGITAL, WEB, and MOBILE. Below these, the "OUR WORK" section features a world map and the INTERPOL logo, with the text "SHAREPOINT INTRANET DESIGN & DEPLOYMENT" and "Interpol". The "OUR PRODUCTS" section lists "Enterprise Digital Publishing" (eBRIEFING) and "SharePoint on Your Mobile" (SProGO), each with a brief description and an icon.

Our Portfolio

BRANDING



eBriefing



MALWARE
INVESTIGATOR



AAFMAA
COMPASSION • TRUST • PROTECTION

SpouseLink.org

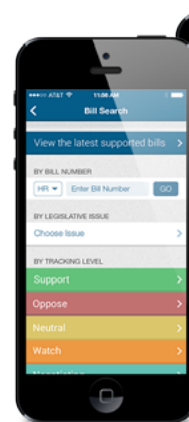
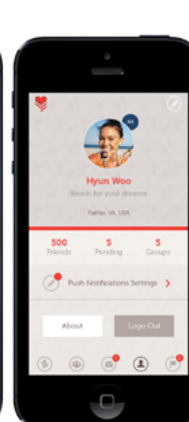
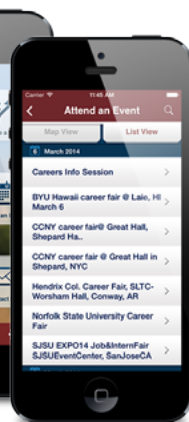


zoomph

WEB



MOBILE





MetroStar Systems®
Powering ChangeSM



Schedule
Contract GS-07F-0042X

CONTRACT PERIOD:
October 15, 2010 – May, 14 2014

www.MetroStarSystems.com/contract-vehicles/GSA-Schedule-541/